

OUTSELL PLAYBOOK

OUTSELL JOURNAL — DECISION WORKSHEET

7 reasons account-based work fits complex B2B SaaS and IT services buying

QUESTION

When does account-based work justify its effort for a SaaS or IT services business?

GUIDE TAKEAWAY

Enterprise SaaS and IT services can require agreement about the problem, investment, technical fit and delivery responsibilities. Account-based work earns its place when these decisions belong to different people but affect the same initiative.

START HERE

Assess purchase complexity.

YOUR SITUATION

Account or cohort

Decision to make

Starting state and exclusions

Evidence sources, dates, and limitations

Unknowns to validate

WORK THROUGH THE GUIDE

1. Assess purchase complexity

Evidence or input

Output or decision

Owner and review point

2. Map the required decisions

Evidence or input

Output or decision**Owner and review point**

3. Validate account economics

Evidence or input**Output or decision****Owner and review point**

4. Pilot a relevant play

Evidence or input**Output or decision****Owner and review point**

5. Review task completion

Evidence or input**Output or decision****Owner and review point****COMPARE THE OPTIONS**

Self-service demand

Useful when: Low-value purchases need little coordination

Limitation: Limited support for complex decisions

Suggested action: Improve product and trial guidance

Why this fits our situation**Evidence needed before acting**

Cluster-based account plays

Useful when: Accounts share material buying tasks

Limitation: May miss unique project constraints

Suggested action: Validate the common decision

Why this fits our situation

Evidence needed before acting

Named-account support

Useful when: High-value evaluations need deeper help

Limitation: Requires research and seller capacity

Suggested action: Agree scope and stopping rules

Why this fits our situation**Evidence needed before acting****COMMIT TO A BOUNDED NEXT STEP****Chosen action****Responsible owner****Required approval****Success measure and definition****Review date****Continue, revise, or stop criteria**

Guide: <https://outselll.com/blogs/abm-for-b2b-saas-and-it-services/>

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